SALES OF THE HEAVIER AL

Light Cars Continue in Demand; Roseboro Finds Business Excellent in Arizona; Many District Dealers in Town; Winton Prices Increase; Motorists Guessing Over "Mystery Car."

cal automobile market. The sale of | from light cars continues good but persons \$1500 to \$2000 in a car are "holding mck" for the time being and at least half a dozen sales of big cars are fied up until the result of the conference between Gen. Hugh L. Scott and Gen.

herween Gen. Hugh L Scott and Gen.
Alvaro Ohregon be made known; If
the outlook for a peaceful solution of
the Mexican situation is bright, the
saiss will go through.

M. J. Hoseboro, sales manager of
the Southern Motor company, arrived
inck this week from a trip through
scothern New Mexico and Arizona in
the Interest of the Grant "hir Mr.
Roseboro's trip was a great success
and he not only closed agency contracts at Safford and Globe, but also
brought back many wholesale orders,
thus taking hold of the Southern's
sale department. Mr. Roseboro has
made a record for himself and his
company. He states that conditions in
the two heighboring states were never

Incomply regarding the Mexican situation continues to have a disheartening effect on the local market. The sale of cars continues good but persons would ordinarily invest from a visit to his branch at columbus. The first and columbus company is a dozen sales of his cars are tied off the sales of his cars are tied off in a peaceful solution of for a peaceful solution of the substance of southern Motor company, arrived this week from a trip through the will go through.

I flussbore, sales manager of southern Motor company, arrived this week from a trip through the will be hers Monday. Defore Mr. Graham had the place swept out this week a local dealer walked in to place an order for \$5012 of the Silvertown cords. The mail order husiness in Ford parts of the Marker & Yonge company arrived this week from a trip through the form a trip through the first passed.

The mail order husiness in Ford parts of the Marker & Yonge company years week by week and Joe Yonge anserts that "Herald advertising certainly pays." The repair business of the company is keeping its big staff at full speed.

Dos Finley of the Western Motor Supply company.

I flus key of the Western Motor Supply company.

I flus key of the Western Motor Supply company in the western Motor Supply company in the supply company returned Toluraday from a visit to his branch at Columbus.

The Tri-State Motor company has opened a branch at Columbus.

The new Goodrich factory branch is now stock as the carload supplement of the wall stock of accessories at Columbus.

The new Goodrich factory branch is now spened a branch at Columbus.

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See At Our Salesroom

The Car That DETROIT Likes

Better Than Any Other In The World

In Detroit, where people KNOW cars, more Studebakers are in use than any other cars listing at more than \$500.

For the simple reason that Detroit is the Home of Automobiles. More than three-fourths of the cars manu-

In Detroit a BIG percentage of the residents are either directly engaged in

They talk cars. They study cars. They hear gossip from all the great fac-

tories established in the city. They know the plants and the efficiency of the manufacturing organizations. They know the men back of the cars.

And as a whole, knowledge of automobiles is far more general and EXACT

So when you know that for the entire year of 1915, registra-tions in Detroit showed MORE Studebakers in use than any other cars selling at more than \$500, it can mean but one thing; that to the people of Detroit, people who KNOW cars and who KNOW VALUES IN CARS, Studebaker offers the top value of the market?

And this fact is all the more significant when you know that Studebaker has only been selling cars in Detroit for about half as long as its nearest competiors have. In half the time Studebaker has outstripped them all and today you go to Detroit and you will find more Studebakers on the streets than any other make of cars costing over \$100. He sure to see the SERIES 17 Studebakers. We have them now—the car of the GOLDEN Chassis.

ELLIOTT-GARRETT CO

500-506 West San Antonio St.

Half Ton Commercial Cars.

One Ton Commercial Trucks.

factured in the United States are made in Deroit.

the motor industry-or come into DAILY contact with people who are.

This is significant.

in Deroit than in any other city on the earth.

Obeys Police Order To Speed; Then Is Fined \$25 and Costs By Judge

To be ordered by the sheriff and chief of police to drive an automobile at full speed and to be fined later for speeding is the rather queer predicasent which befell M. D. Stone, Marmon dealer in Richmond. Va., some Marmon ago. It seems that a negro accused of assaulting a young white woman, was thought to be in dauger of violence from a mob. Stone, driving a Marmon "34," was requested by from a mob. Stone, driving a Marmon '34,' was requested by the chief of police to drive at full speed from Petersburg to Richmond, Va., where the negro would be held in safe keeping. It is said that Stone made the distance in less time than had ever been known before and reports give it he was going at almost a mile a minute clip. The index, in fining Stone \$25 and costs, said that there was no cause for the car being driven at high speed after arriving in the city, as there was no danger at that time. car being driven at high speed after danger at that time.

F. Kent, of the Rio Grande Oil company, "but our hig stock enables us wired orders for another carload to be shipped immediately."

Try Guaranty Plan depicted after and Auto and Construction company, in the control of the first and we have be shipped immediately. The Cukland Auto and Construction company, in the control of the first and we have be shipped immediately. The control of the company of the company

be shipped immediately."

Try Guaranty Plan.

The Cukland Auto Sules company has adopted the plan of the Guaranty Sacortiles company, of New York, for the sale of Caklands on the deferred payment plan.

E. L. Burdette, supervisor of service for the Cakland, was a visitor here for two days this week but found so little to do among the local Cakland owners that he cut short his stay and proceeded on west.

Sales and Deliveries

Reports of the El Paso Automobile Dealers for the Current Week.

IGHT cars continue in brisk de-mand with slow sales on the six" roadsters to E. O'Brien. mand with slow sales on the heavier models. Several carloads of autos were received this week by local dealers and practically all were delivered immediately.

The wholesnie department of the El Pane Overland Auto company reports the arrival of carload shipments of Overlands for the following: E. Buch-

Mapdalena, Overland 83 touring.

The truck department of the Effection of

histon, of White Cens. N. M. Orders National "12" Rondates. V. W. Barbee has placed an order hithe Elliott-Garrett company for a lonal "12" highway roadsfer with El Paso Auto Sales company re-

en passenger touring car to Thomas

Mayfield.

W. R. Wade, of Silver City, took devery of a Marmon club roadster, a senger roadster and Chandles among passenger model, from the Frank-a Motor Car company on Thursday.

The Western Auto company reports

Hoswell, two Chandler tours watching the Capt Carr. Seventh Infantral Capt. Cart. Seventh Infantral Capt. Cart. Seventh Infantral Capt. Cart. Seventh Infantral Capt. Cart. Seventh Infantral Capt. Capt. Cart. Seventh Infantral Capt. Cap

easiern Auxona out William Star annotinced at present. Two carleads of Dorts and one earload of Paiges arrived this week.

The Tryon Motor Sales company repects the delivery of Chevrolet "199" touring cars to E McMillan and Clarence A. Johnson.

Birdwell & company, Las Cruces, got an Cakland "air" touring car from the Oakland Auto Sales company, which also delivered an Oakland speciative to J. A. Tobias.

Masy Buy Maxwells.

Masy Buy Maxwells.

Maxwell deliveries by the Inquor Motor company are reported as follows: Dr. Vietor F. Mueller, of Clouderoft touring and an order for 17 others, Dr. Mieller inking the Clouderoft agency; Wells-Peugh company, Deming, iwo tourings; William Prather, touring: J. D. Morrow, touring The Lacebaurg dealer, George Trimble, also wired in to hold him two tourings for delivery on Monday. J. L. Greenwood, of Columbus, sent in an order for three tourings for delivery Tuesday.

Busy Week at Lone Star,

Deliveries this wock by the Lone Star Motor company were. Miss Fama Rickman, Chalmers touring; Mrs. Basil Prescott, Dodge touring; O. W. Cilp, Albuquerque, Hupp touring and Rupp roadster; Ocean-to-Ocean garage. Socure, two Hupp tourings; Butler Anto company, Albuquerque, earload of Hupps by direct shipment; George M. Slaughter, Roswell, two Chandler tourings; Sam Watkins, Deming, Chandler four passenger roadster and Chandler touring. Capt. Carr. Seventh Infantry, Chandler, four passenger roadster and Chandler touring. the new building adjoining the Lone Star salesrooms on West San Antonio street about May 10.

W. A Peters has been appointed agent for the Grant "sir" and Republic trucks at Globe, Aris Jim Howard, of the Borderland Auto Supply company, is back from a very successful initial trip through the

Sell Paige Fleetwood.

The Toltela Motor company reports the delivery of a Paige "Fleetwood 5.5" touring car to the Borton-Lingo Lumber company and two Ports to a subagency which has been placed in easiern Aukona but which will not be announced at present. Two carlends of

frucks at Globe, Aria.

Jim Howard Back,

Jim Howard of the Borderland Auto

Supply company, is back from a very
successful initial trip through the
western territory.

Jim Howard Back.

Jim Howard of the Borderland Auto
Supply company, is hack from a very
successful initial trip through the
western territory.

The Buguor Motor company reports
sil Maxwells "sold out" today, but
another carload is due tonight and will
be on the salesfloors by Monday morning.

The "mystery car," which will be
handled by the Buguor Motor company toreports two sales alk and ad Buguor
reports two sales alk and alk and

week.
E. C. Wells, Deming dealer for the Studebaker and Maxwell lines, was in the city on Thursday. He reports Deming "quieted down" after the recent border excitement and states that busi-On the sight-cylinder King a new place has been found for the power tire ness in automobiles is apparently limited only to the supply available.

New Tree Salesman.

Charles P. Glass has been given board conveniently arranged.



Mr. and Mrs. M. J. Stuart, who were married Thursday, had "an automobile and then started their honeymoon on a Wichita truck, for which Mr. Stuart has been a salesman and which he will now represent at Silver City. Mrs. Stuart is shown at the wheel with her husband beside her. Miss H. Oliver, the bridesmaid, stands on the running board at the bride's right, while G. F. Spence. of the Wichita factory staff, lends support to the groom. Otis R. Williams, the local Wichita salesman, was master of ceremonies and is the happy looking gentleman standing behind the newlyweds.

Flying Auto Leaps Gorge; Car and Occupants Unhurt



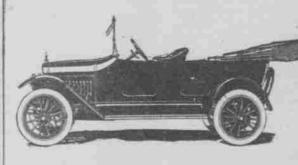
A stock Maxwell touring car leaping a chasm 33 feet wide and 21 feet desp over a bridge workout on Los Posas creek near Camarillo, Calif. The car was speeding 50 miles an hour when it left a 1000-foot board approach to the chasm. The stunt was made for a film company as part of a "movie" thriller. Three actors were in the car when the jump was made.



Attainment

TO build a motor car of light weight, attractive appearance and low operating cost; to equip it with every device for comfort and convenience; throughout to instill a value and character that we could be proud to endorse with our name and reputation; and to offer such a motor car at a price made possible only by scientific manufacturing and a great volume of business.

This ideal, conceived almost thirteen years ago, has been the guiding influence in the destiny of our institution. Its soundness is established by our success and the great good will earned by the Maxwell car.



One chamis; six body styles

Two-Passenger Roadster, . Five-Passenger Touring Car. Touring Car (with All-Weather Top), Two-Passenger Cabriolet, Six-Passenger Town Car,

MOTOR COMPANY, DETROIT, MICHIGAN

MAXWELL MOTOR CARS Are Sold in El Paso by Our Representative

BUQUOR MOTOR COMPANY Stanton and Mata



The Only Fire Proof Storage in El Paso. Western Transfer & Storage Co. 220 S. Stanton.



Phone 953.

Six-Cylinder Modela.

Four-Cylinder Models.





Oakland Auto Sales Company

A. B. ELMORE, General Mgr. 407 Myrtle Avenue, EL PASO, TEX. R. C. CARR, Manager El Paso Sales

"Sixes" \$870 AND "Eights" \$1685 DELIVERED